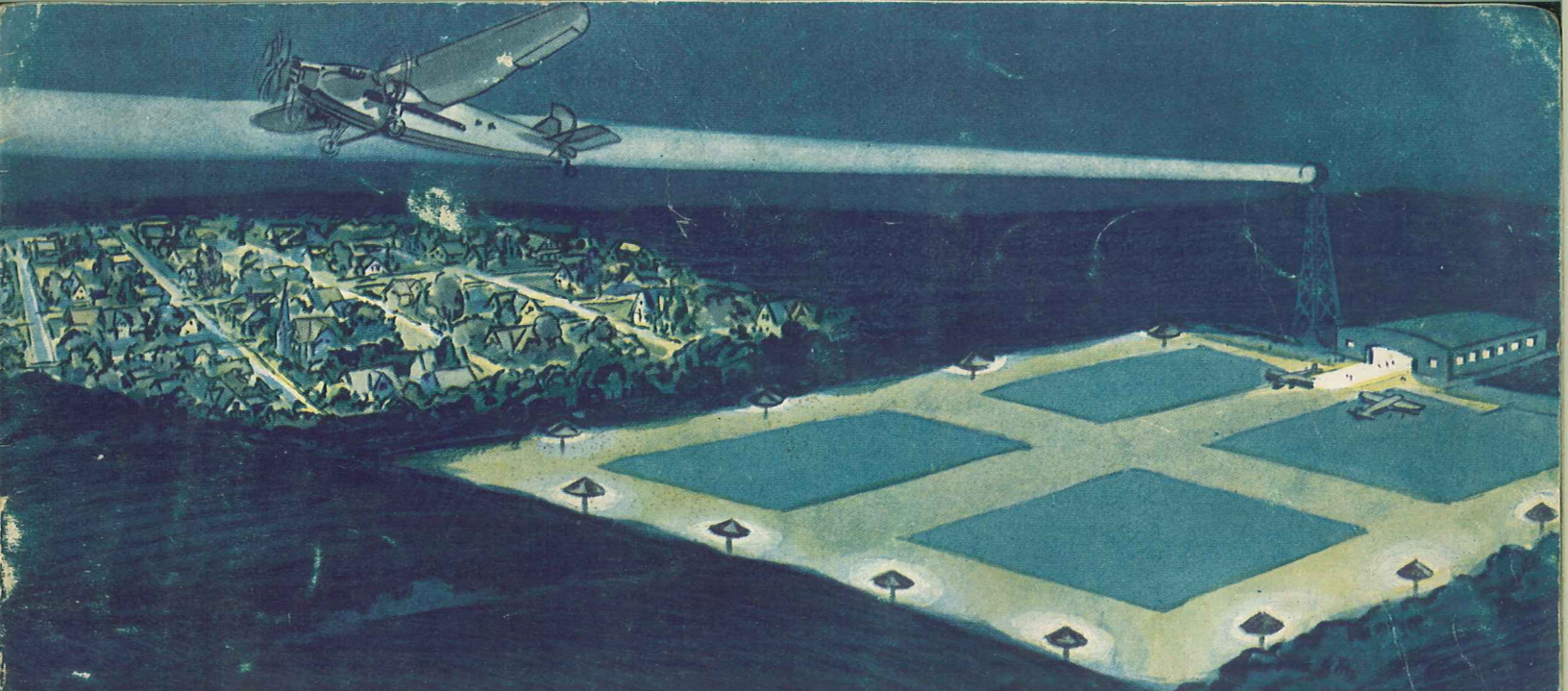
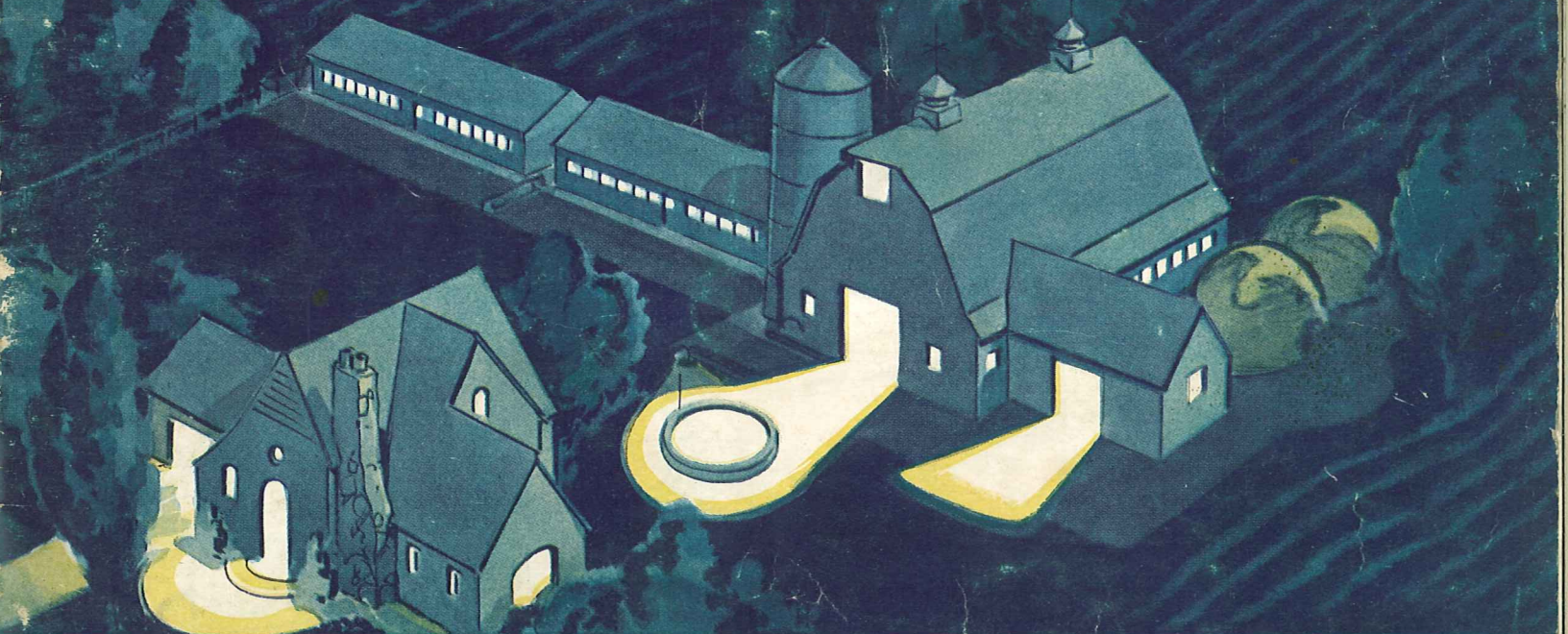




powermaster
REG. U. S. PAT. OFF.

ELECTRIC PLANTS



SEARS, ROEBUCK AND CO.

Modern Lighting with a **Powermaster** TURNING NIGHT INTO DAY

The age in which we live has been rightly called the age of miracles . . . and surely one of the greatest of these is the miracle of modern lighting. When electricity enters the home night is turned into day . . . life is made easier and more enjoyable . . . burdens are lifted from weary shoulders . . . health is improved and eyesight protected . . . living standards are definitely raised to a new and higher level! Unfortunately, it is not yet possible to supply current from large central lighting plants to a vast majority of America's homes. Realizing the urgent need for modern lighting Sears have developed a complete line of inexpensive, self-contained Electric Plants that bring the miracle of electric light and power to everyone. In this catalog you will find complete descriptions of these Plants.

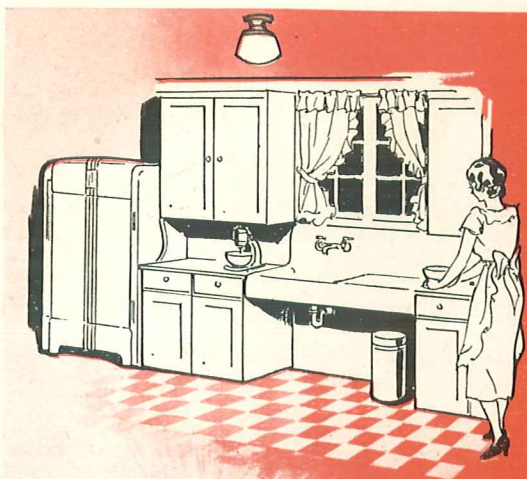
Brings City Comfort to the Farm

You who read this may live on a farm, many miles from the nearest high line. You may have given up all hope of having electric lights, an electric washing machine, running water, an electric iron or ironer. If so, Sears have good news for you! No matter how isolated your farm home may be, and regardless of the size of its buildings, you can have every city comfort that electricity offers, simply by installing a **Powermaster** Electric Plant. The cost of such a plant is remarkably low. You know Sears selling policy—high quality merchandise at **LOWEST** prices. That policy applies to Electric Plants just as surely as to any other merchandise we offer. If you wish, you may arrange to pay for your **Powermaster** on Easy Terms!

Enjoy Every Modern Convenience

With such a plant in your home you may enjoy literally every modern electrical convenience within the limitations of its capacity. First, of course you will have the wonderful convenience of electric lighting. When you want light you simply push a button or turn a switch. You have this light wherever you want it—from cellar to attic—from front door to back—from the entrance gate of your farm clear down to the last and farthest barn or other building. No more lamps to fill or keep clean! No further danger from fire caused by kerosene lamps. No more smoky or stale air to breathe. Just plenty of pure, clean, healthful light, anywhere, any time, and at lowest cost. Think of the enjoyment and comfort this will bring to every member of your family!

One of the first things you will want your Electric Plant to operate will be a water supply system that will give you an ample supply of water, automatically maintained at exactly the right pressure. You can connect this water supply to your furnace or kitchen range and have all the hot water you ever will need for dishes, bathing, shaving, or for wash days.



at Lowest Cost ELECTRIC PLANT

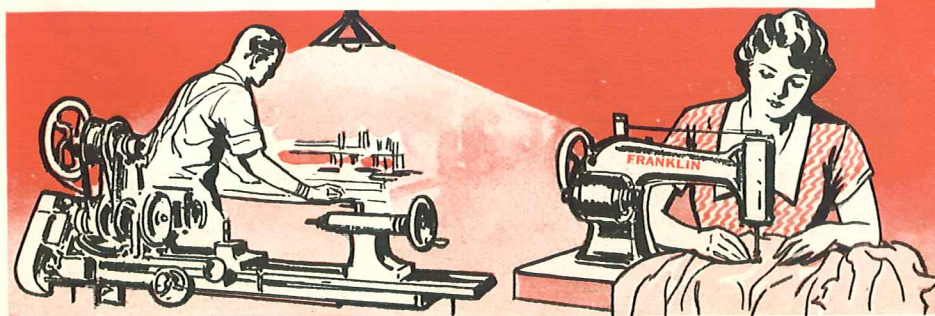
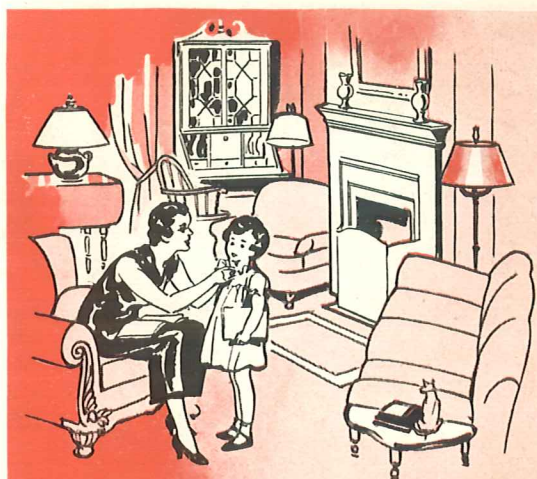
Another convenience you will enjoy with your **Powermaster** Electric Plant is an electric iron. And, of course, an electric washing machine. You may operate an electric mangle, also. And you will know the joy of cleaning rugs and floors, with an electric vacuum cleaner. If you take pride in your kitchen . . . and what woman does not . . . you will want an electric food mixer . . . an automatic electric refrigerator . . . probably an electric drive for your cream separator and churn. All of these may be yours at remarkably low cost. All of them may be obtained from Sears on our Easy Payment Plan. And here's a suggestion that thousands of farm women have found priceless: You may have an electrically driven sewing machine, to make short work of sewing curtains, dresses and things for the children!

A Small Investment . . . Pays Big!

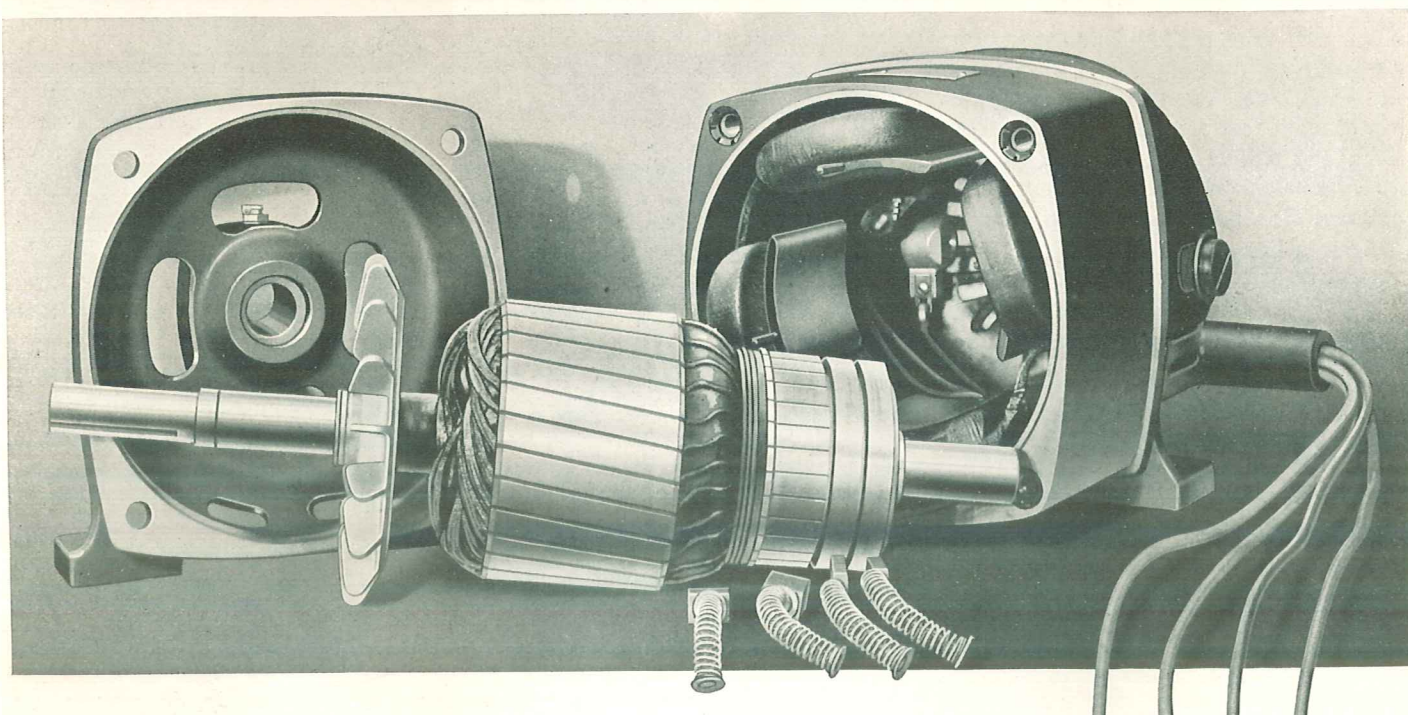
We can think of no other purchase you might make that would contribute so much to the health, comfort and safety of your family as a **Powermaster** Electric Plant. It will bring into your home the blessing of running water, of light that is kind to your eyes, of heating pads when illness comes, of music from the far corners of the earth via radio, of cooling fans in summer and cozy heaters in winter . . . more time for pleasure . . . greater freedom from routine tasks. Your farm buildings may be lighted at remarkably low cost for wiring and fixtures. Your hens, living in their electrically lighted henhouse, will lay more eggs! A **Powermaster** Electric Plant truly is as wise an investment as you ever will make.

Every **Powermaster** Fully Guaranteed

There are many good electric plants on the market, but there is only one **Powermaster** and that is sold by Sears. You know the tremendous strength of Sears guarantee. You know it means exactly what it says, and that Sears live up to it more fully and completely than any other house ever lived up to any guarantee ever written. That famous guarantee of Sears is back of every **Powermaster** Electric Plant we ever have sold or ever will sell. You will find it reproduced on the back cover of this catalog. We want you to read it carefully. No matter which plant you select from this catalog it comes to your home backed by that guarantee just as surely as the Federal government stands back of every dollar bill you have in your pocket! From the smallest 350-watt plant we sell to the biggest 10,000-watt outfit large enough for a small village, all must meet the rigid terms of satisfaction or money back which built this great business since its beginning over a half century ago. That's why you should insist upon your Electric Plant being a genuine **Powermaster**—for then you will be absolutely sure of enduring quality and complete satisfaction.



Every Part of a **Powermaster** is Designed for Long, Hard Service



Every Plant Is a Complete Unit

When you select a **Powermaster** Electric Plant from this catalog and order it from Sears you may be absolutely certain that your plant will be a completely assembled, perfected and tested unit that requires the minimum amount of installation. Once the plant is set up and connected to your house wiring it is ready to go into service supplying your home with light and power.

You will readily understand that unless every part of a **Powermaster** Electric Plant were exactly suited to the purpose, and of the highest possible quality, it would be out of the question to place on the complete plant a guarantee as broad and as binding as the Sears Guarantee. That is why we rigidly inspect every manufactured part. That is why our factory where **Powermaster** Electric Plants are built, checks and rechecks not only raw material but each and every part during production. There are 52 separate inspections made on each **Powermaster** before it leaves the factory.

Sears realize that absolute dependability is the most important quality a light plant can have. If you cannot depend on your plant for light whenever you want it, then your plant is not going to give you the satisfaction you have a right to expect. That is why our tests are so exhaustive—why we run each plant on the test block for hours at a time to be sure that it works perfectly in every detail.

Heavy Duty, Air Cooled Generators

Notice the various parts of the Heavy Duty Air Cooled **Powermaster** Generator as shown in the above illustration. You will be impressed by the extra-long bearings. These insure long wear. They are of the sleeve type, made of bronze. We make these bearings oversize so they will give many years of service. The lubricating system used is simple and effective, a special felt packing keeps the bearing constantly supplied with oil.

Another feature of **Powermaster** Generators is their oversize windings. These are of sufficient capacity to handle the full rated load without overheating. Windings are heavily insulated and baked enameled by a special vacuum process. This effectively seals all windings against the action of moisture and prevents short circuiting.

Commutators in **Powermaster** Generators are of ample size and capacity to handle any load placed upon them by the normal operation of the plant. They are made of pure copper. Oversize slip rings made of an 80% bronze alloy, which is the best material for the purpose, are used. Insulation in commutator is high quality mica, properly undercut to eliminate sparking. Brushes are of carbon and are designed to give a minimum of 3000 hours of service. They may be easily replaced when worn. Wear on brushes and commutator is greatly retarded by the use of uniform tension brush holder springs, insuring perfect contact with minimum wear.

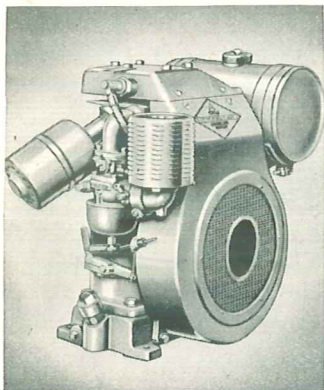
For Prices and Shipping Weights, Refer To Enclosed Price List

Mechanical Perfection Insured by 52 Separate Factory Inspections

Powerful 4-Cycle Engines

The engines used in Sears **Powermaster** Electric Plants are built with the same care and precision as our generators. Wherever parts such as spark plugs, piston rings, valves, etc., are purchased from outside sources these are highest quality.

Realizing that the engine of an electric plant must be just as dependable as the generator we have arranged for **Powermaster** engines to be made by some of the country's oldest and best known manufacturers. These engines are of the 4-cycle type, which has been found most satisfactory for electric plant use.



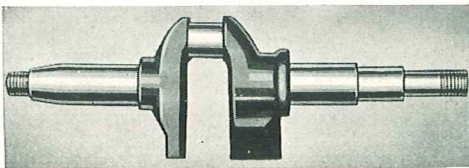
No Light-Flicker With a Powermaster!

Powermaster direct-connected light plants are entirely free from troublesome light flicker because the generator operates at a constant speed regardless of the engine speed. We have designed a special flexible shaft coupler, only found on Powermasters, just to accomplish this result. This feature is one that you will particularly appreciate,

for nothing is so sure to cause eye strain as a constantly recurring flicker in the lighting system. This flexible shaft coupling greatly reduces wear on generator bearings.

Accurately Balanced—Perfectly Finished

In all of Sears **Powermaster** Electric Plants you will find two great essentials to smooth, quiet



operation: accurately balanced moving parts and an unusually high perfection of finish. Crankshafts, for example, are machined and finished with great accuracy, then balanced to eliminate practically all vibration. All crankshafts are counterweighted to compensate for weight of piston and connecting rod and for "piston throw," and will be found surprisingly free from undue vibration.

Careful machining by expert workmen is responsible for the smooth-running qualities of **Powermaster** Electric Plants. All machine work of a precision character is carried out within extremely close limits. Because of this care in manufacture **Powermaster** Electric Plants require no "breaking in." They are ready to begin serving our customers as soon as set up and connected.

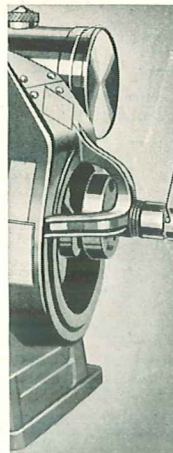
Easy-Starting for All Plants

We have simplified the operation of starting a **Powermaster** Electric Plant until

it is almost effortless, even with hand crank types. A single pull of the crank is sufficient to start the plant. Our foot pedal starting types are just as easily

started. A touch of the toe to

the foot pedal and the engine begins to operate.



To start a plant equipped with Remote Control you simply touch a starting button anywhere about the house or yard. This causes a small storage battery to "crank" the plant. Full Automatic Electric Plants are controlled by turning on any light or appliance.

Every Plant Is Easy to Install

You need only a few simple household tools in order to install a **Powermaster** Electric Plant: A monkey wrench, screwdriver, pair of pliers, brace and bit, etc. The plant is merely bolted to the foundation you have prepared for it. From the plant you run a simple two wire circuit to your lamps and appliance outlets. Sears can supply you with all of the necessary sockets, outlets, wiring, cable, tape, lighting fixtures, etc. You really need no previous electrical experience in order to do a perfect installation job. With every plant we sell we send complete printed instructions for installation and operation. Any handy man, without previous electric plant experience, can install one of these plants in a very short time.

Powermaster MADE IN U.S.A. **Sold**
TURNING NIGHT INTO DAY
on Easy Payment Terms

If you prefer you may pay for your **Powermaster** Electric Plant while enjoying its benefits. Many of our customers prefer to do this. You need pay only a small amount down with the order and the balance in small amounts monthly. (Refer to enclosed price list for prices and details of our Easy Payment Plan.) Because of the low cash prices for which Sears Electric Plants are sold, you actually pay less on our Easy Payment Terms than others ask for plants on a cash basis! Buying on easy terms is safe, sensible and modern. It gives you the opportunity to enjoy the comfort, safety and tremendous convenience offered by a **Powermaster** Electric Plant NOW.

Our Light Plant Department is At Your Service. This Service is Free! Write Us!

Reliable and Economical

We bought your plant for lighting our packing plant located in our orchard. We very often run our machinery until midnight. The plant is entirely satisfactory.

E. P. Hutchinson,
Nashville, Ark.

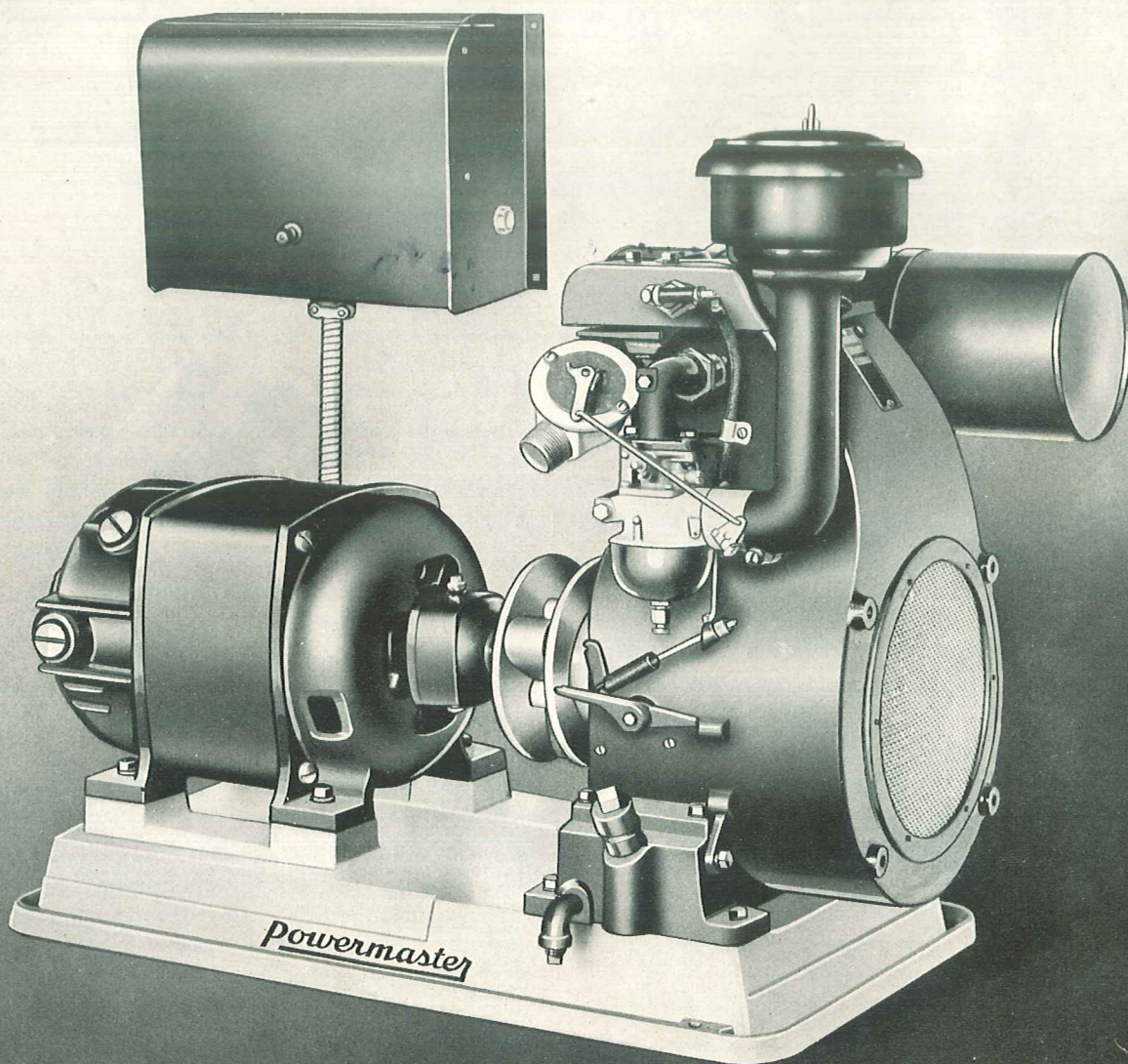
110-Volt A. C.

SAME AS CITY CURRENT

Designed for Manual Starting, Remote

With one of these dependable *Powermaster* Electric Plants you now can enjoy the same electrical advantages as those who have city current . . . the convenience and comfort of electric lighting . . . the many appliances that make the electrified home comfortable . . . that relieve household drudgery . . . make life more worth while. These *Powermaster* Electric Plants employ no storage batteries . . . do not require

any special type of lamps, motors, appliances, radios. They produce exactly the same kind and quality of electricity as the big generating stations of our large cities. They are remarkably quiet, easy to install, economical to operate and are priced much lower than similar quality commands anywhere else! . . . For greatest satisfaction and dependability you should select a *Powermaster* Electric Plant!



Read the *Powermaster* Electric Plant Guarantee on Back Cover . . .

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Turns Night Into Day

More Than Satisfied
 I like your Electric Plant a lot! Everything is going fine. The cost to operate it is very low, and we have twelve lights on at a time. We also have an electric radio. I'm more than satisfied with the price.
 James Nocco,
 Vincentown, N. J.

Control or Full Automatic Operation

If you are looking for the finest Electric Plants money can buy, at a price that represents a huge saving, and you do not require more than a 1500-watt plant you will make no mistake when you choose one of these dependable **Powermaster** A. C. Plants shown below. You will get that reliable **QUALITY** for which Sears is famous from Coast to Coast. And you will save practically 50% of what a similar plant would cost you elsewhere! There isn't any plant on the market that comes within a mile of meeting the **Powermaster** considering quality, long wear and value for the money!

With one of these plants in your home you have all the light you want at the turn of a switch. You can operate scores of different appliances from it. You can do away with all worry of battery failure. You don't even have to worry about damage from freezing, for these plants are air cooled!

Notice that we can furnish these **Powermaster** Electric Plants in three distinct types: Manual Starting, Remote Control, and Full Automatic Operation. Notice also that there is a size for nearly every possible requirement: 500 watts, 800 watts, 1000 watts and 1500 watts.

Plants Equipped With Famous Briggs & Stratton Motors

The engine is the most important part of the plant. All of the light plants listed below are equipped with Briggs and Stratton engines—famous for quick-starting, dependability,

Observe how conveniently electricity serves you when you have a **Powermaster** Full Automatic Electric Plant in your home, shop, store, filling station or garage! You turn on a light anywhere about the house or grounds or at your place of business. Instantly the plant starts! You have light or power as long as you require it. Turn off the light . . . or disconnect whatever appliance you are using . . . and the plant stops! Yet you have almost as great convenience at lower cost with a **Powermaster** Remote Control Plant. Just touch one of the start or stop buttons placed at handy points in your house, yard or barn. The plant obeys your slightest wish. Not quite so Aladdin-like as Full Automatic Operation, but very satisfactory. . . . And if you want to eliminate these features and don't mind starting your **Powermaster** by hand, you can save their cost and get excellent results with a Manual Control Plant! . . . If you are planning to buy a Plant be sure to send your order to Sears. Read the specifications carefully . . . select the size and type of plant you need . . . then send your order TODAY!

Specifications for All Sizes

Speed of Engine and Generator 1800 R.P.M.
 Type of Generator Drive Flexible Coupling.
 Engine Cooling System Air.
 Type of Engine 4-Cycle.
 Ignition System High Tension Magneto.
 Fuel Feed Gravity.
 Oil System Pump and Splash.
 Voltage of Starting Battery for Remote Control and Full Automatic Types 24 volts.
 Number of Cylinders One.

Carburetor: Float Feed Type. Equipped with easily regulated high speed and idling adjustments.

Cylinder Head: Close grained gray iron. Easily removable.

Magneto: Flywheel type. Dust and moisture proof. Coils designed to eliminate overheating.

Governor: Flyball type. Totally enclosed. Runs in bath of oil. Engine speed easily adjusted.

Bearings: Bronze sleeve type, lined with first quality babbitt metal.

Crankshafts: Drop forged from high grade carbon steel, heat treated. Carefully counterbalanced.

Pistons: Accurately ground and fitted. Have one oil regulating and two compression rings.

Air Cleaner: Standard equipment on all models.

Connecting Rods: Made from drop forged steel. I-beam type.

Tappets: Easily adjusted for proper clearance.

Exhaust Valves: Made from special alloy steel.

Cam Shaft: Drop forged from high carbon steel.

smooth-running and long service. Because they are powered by such efficient engines, it's no wonder these Sears Powermaster electric plants prove so satisfactory in every case.

Manual Control Electric Plants 110-Volt 60-Cycle A. C.

Catalog Number	Watt Cap.	Engine H.P.	Bore Inches	Stroke Inches	Capacity		Length Inches	Width Inches	Height Inches
					Fuel	Oil			
23 CAM 2115	500	1	2 1/4	2 1/4	1 gal.	1 1/2 qt.	33 1/2	16	19 1/2
23 CAM 2110	800	1 1/2	2 5/8	2 5/8	1 1/2 gal.	1 1/2 qt.	31	17	20
23 CAM 2116	1000	3	3 3/4	3 3/4	2 gal.	2 1/2 qt.	38	17	23
23 CAM 2117	1500	3 1/2	3	3 1/4	2 gal.	2 1/2 qt.	39	17	23

Remote Control Electric Plants 110-Volt, 60-Cycle A. C.

Catalog Number	Watt Cap.	Engine H.P.	Bore Inches	Stroke Inches	Capacity		Length Inches	Width Inches	Height Inches
					Fuel	Oil			
23 CAM 2120	500	1	2 1/4	2 1/4	1 gal.	1 1/2 qt.	31 1/2	14	19 1/2
23 CAM 2126	800	1 1/2	2 5/8	2 5/8	1 1/2 gal.	1 1/2 qt.	31	17	20
23 CAM 2121	1000	3	3 3/4	3 3/4	2 gal.	2 1/2 qt.	36	18	23
23 CAM 2122	1500	3 1/2	3	3 1/4	2 gal.	2 1/2 qt.	37	18	23

Full Automatic Control Electric Plants 110-Volt, 60-Cycle A. C.

Catalog Number	Watt Cap.	Engine H.P.	Bore Inches	Stroke Inches	Capacity		Length Inches	Width Inches	Height Inches
					Fuel	Oil			
23 CAM 2123	500	1	2 1/4	2 1/4	1 gal.	1 1/2 qt.	31 1/2	14	19 1/2
23 CAM 2154	800	1 1/2	2 5/8	2 5/8	1 1/2 gal.	1 1/2 qt.	31	17	20
23 CAM 2124	1000	3	3 3/4	3 3/4	2 gal.	2 1/2 qt.	36	18	23
23 CAM 2125	1500	3 1/2	3	3 1/4	2 gal.	2 1/2 qt.	37	18	23

See Enclosed Price List for Prices and Easy Payment Terms

500-Watt Manual Control Plant

We can supply 500-watt Manual Control D.C. Electric Plants similar to above in equipment. Delivers 110-volt direct current. Speed, 1800 R.P.M. Overall dimensions: Length, 30 inches. Width, 14 inches. Height, 19 1/2 inches. Write us if you are planning to buy a D.C. Plant larger than 500-watt capacity. Our prices always are lower.

No. 23 CAM 2105—500-watt D.C. Plant.

Quick Service . . . Lowest Prices . . . on **Powermaster** Repair Parts . . .

Runs Plant Night and Day

The Electric Plant we bought from you has given us extra good service. We have run it almost day and night during the summer months, operating electric fans, popcorn poppers, etc. We are well pleased with the service it has given us.

Henry Snider,
Golden Pond, Ky.

Powermaster

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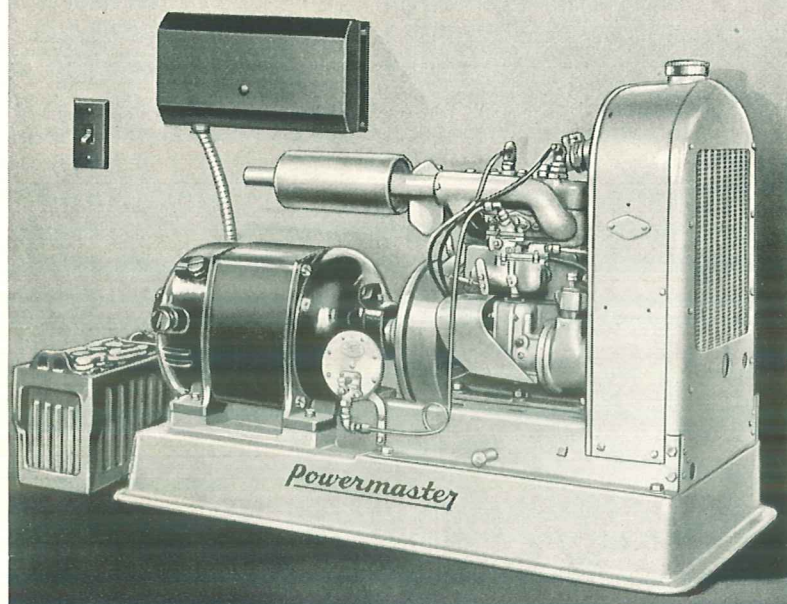
Turns Night Into Day

For Country Estates, Ranches, All Are Standard

Gas-Engine Operated

On these two pages you will find illustrated and described what we believe to be the finest line of light plants of this type ever offered. Here are plants that are soundly engineered, properly designed and sturdily constructed. They represent the best in the field of electric lighting for farm homes, summer cottages, country estates, ranches, summer resorts, filling stations, shops, or commercial or industrial requirements of 1500 watts or less.

You can rest assured that no matter what your Electric Plant requirements may be, Sears have a **Powermaster** that will meet your every need—one that will give you perfect lighting service and lasting satisfaction. Every model we offer is thoroughly tested under actual service conditions. We use only the highest quality engines and generators, made by manufacturers with years of experience. Sears assure you of getting the best at prices to save you money!



SPECIFICATIONS for Water Cooled Plants

Specifications for All Sizes

Cooling: Thermo-syphon is standard for 5 KW and smaller. Water pump on larger sizes. Fan driven by V-belt.

Lubrication: Forced feed by gear pump to main and connecting rod bearings. Splash to valve tappets and cylinder walls and piston pins. Oil pressure gauge included, on 3, 5, 7½ and 10 KW Sizes.

Pistons: Cast iron with three rings—2 compression and 1 oil regulating.

Camshaft: 4 bearing type.

Ignition: High tension magneto.

Carburetor: Non-corrosive balanced type. Gasoline is standard, but kerosene fuel oil or gas types are available.

Governor: Centrifugal type, completely enclosed, giving close regulation and governing fuel consumption in proportion to load.

Fuel Pump: Mechanical diaphragm type.

2000-WATT SIZES

Horsepower of engine: 5. Bore: 2½ inches. Stroke: 2¾ inches. Speed: 1800 R.P.M. Make of engine: Stover, 2 cylinder water cooled. Fuel tank capacity: 4 gallons. Overall dimensions: Length, 37 inches; Width, 21 inches; Height, 27 inches.

3000-WATT SIZES

Horsepower of engine: 6. Bore: 2½ inches. Stroke: 4 inches. Speed: 1200 R.P.M. Make of engine: Hercules, 4 cylinder. Fuel tank: 58 gallons. Overall dimensions: Length, 52 inches; Width, 20 inches; Height, 25 inches.

5000-WATT SIZES

Horsepower of engine: 12. Bore: 3 inches. Stroke: 4 inches. Speed: 1200 R.P.M. Make of engine: Hercules, 4 cylinder. Fuel tank: 58 gallons. Overall dimensions: Length, 64½ inches; Width, 22½ inches; Height, 39 inches.

7500-WATT SIZES

Horsepower of engine: 16. Bore: 3¼ inches. Stroke: 4 inches. Speed: 1200 R.P.M. Make of engine: Hercules, 4 cylinder. Fuel tank: 58 gallons. Overall dimensions: Length, 64½ inches; width, 22½ inches; height, 39 inches.

10000-WATT SIZES

Horsepower of engine: 25. Bore: 3¾ inches. Stroke: 4½ inches. Speed: 1200 R.P.M. Make of engine: Hercules, 4 cylinder. Fuel tank: 58 gallons. Overall dimensions: Length, 74½ inches; Width, 31 inches; Height, 43½ inches.

Number, Size and Type

Manual Control Electric Plants

No. 23 CAM 2108—2000-watt	Electric Plant
No. 23 CAM 2166—3000-watt	Electric Plant
No. 23 CAM 2169—5000-watt	Electric Plant
No. 23 CAM 2172—7500-watt	Electric Plant
No. 23 CAM 2175—10000-watt	Electric Plant

Remote Control Electric Plants

No. 23 CAM 2109—2000-watt	Electric Plant
No. 23 CAM 2167—3000-watt	Electric Plant
No. 23 CAM 2170—5000-watt	Electric Plant
No. 23 CAM 2173—7500-watt	Electric Plant
No. 23 CAM 2176—10000-watt	Electric Plant

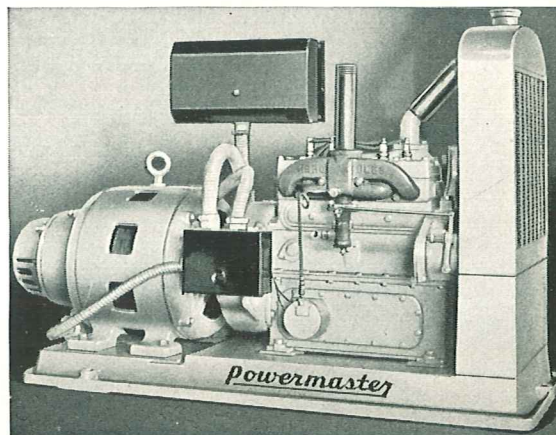
Full Automatic Control Electric Plants

No. 23 CAM 2129—2000-watt	Electric Plant
No. 23 CAM 2168—3000-watt	Electric Plant
No. 23 CAM 2171—5000-watt	Electric Plant
No. 23 CAM 2174—7500-watt	Electric Plant
No. 23 CAM 2177—10000-watt	Electric Plant

See price list for prices on 2000-watt plants. Write for prices on all larger sizes.

Note: 110-volt, 60 cycle A.C. is standard: 110 or 220-volt 3 wire single phase or 220-volt three phase also available at a slight additional cost.

All of Sears Powermaster Gas-Engine Operated Electric Plants listed on this page are available in Manual Control, Remote Control or Full Automatic Types. Any of models at left can be equipped for operation on Natural or Artificial Gas, Manual Control Models with attachment for burning Kerosene, or Furnace oils.



This illustration shows our No. 23 CAM 2171 5000-watt Gas Engine-Operated Electric Plant with Full Automatic Control. The plant starts when a lamp is lighted, stops when all lights are turned off.

There is a **Powermaster** Size and Model

Turns Night Into Day

Water Cooled Series

110-VOLT A.C. SAME AS CITY CURRENT

Costs Only 6c a Day to Operate
My Diesel plant is one of the finest pieces of machinery that enables the farmer to illuminate his farm. I can operate my electric lights for 12 hours a day at the cost of only 6c. I have run the Diesel for over 100 hours on 2 gallons of lubricating oil, or the cost of \$1.40.
E. Albert Singer, Jr.
R. R. #1 Barrington, Ill.

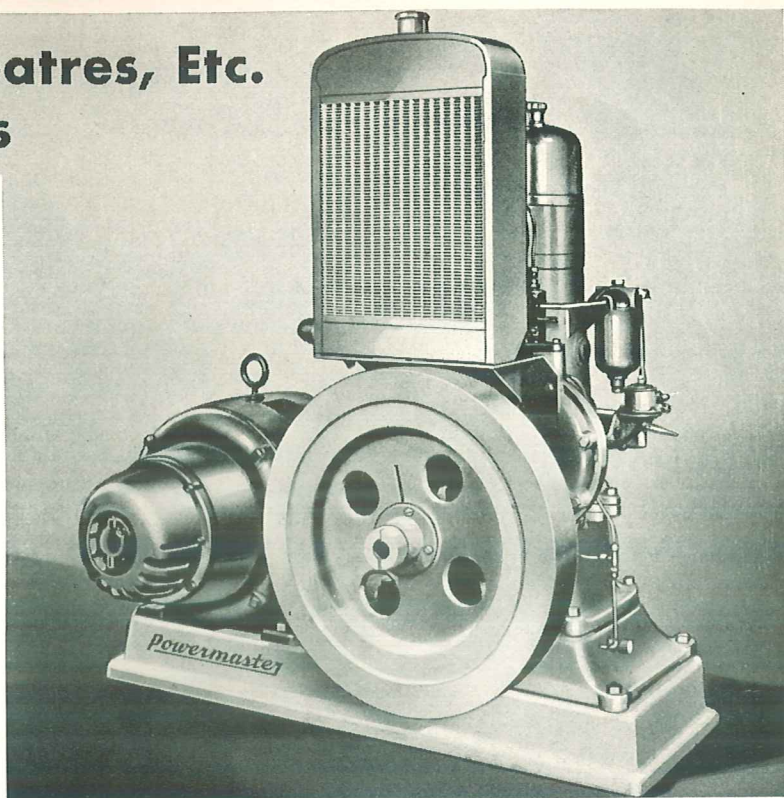
Resorts, Factories, Theatres, Etc. 110 or 220-Volt Units

Diesel Oil Powered

Here's news of tremendous importance to those who are planning to buy an Electric Plant! NOW you can obtain a genuine Diesel Oil operated Plant from Sears—a Plant bearing the famous **Powermaster** trade mark—for less than you would expect to pay for a gasoline-operated plant! And what a remarkable engine that Diesel is! It actually enables you to generate current for lighting and power at 1c per kilowatt hour! It is the most economical type of internal combustion engine in the world. Diesel engines are used to drive stream-line trains, giant ocean liners, trucks, buses, airplanes—at astounding reductions in fuel cost.

You need pay only 6c to 8c per gallon for fuel oil for your **Powermaster** Diesel Electric Plant. Compare these fuel costs with gasoline!

These plants are sturdily constructed, simple and trouble-proof. They are built to the most exacting specifications, and will give many years of service.



ELECTRIC SERVICE for 1¢ per KW Hour

When we tell you that you can generate your own electric current for as low a cost as 1c per kilowatt hour it sounds almost unbelievable. And yet it is perfectly true! With a **Powermaster** Diesel Oil Operated Electric Plant tests have proved that current can be produced for LESS than 1c per KW hour with fuel oil costing 6c per gallon. Even if you pay as high as 8c for fuel oil you can still generate current for 1½c per KW hour! No other electric plant made can touch these KW hour costs—or even approach them!

These remarkable results are wholly due to the ability of the Diesel engine to use low grade fuel oils. Of course it means a specially designed and carefully constructed engine, for fuel in a Diesel is not ignited by means of a spark plug but by the heat of compression. So perfect is the compression in the cylinders of these engines that on the "up" stroke air that has been drawn into the cylinder on the "down" stroke is compressed to about 435 pounds to the square inch! This generates a heat so intense that the fuel, injected into the combustion chamber by means of a pump, is instantly "flashed" into a flaming explosion of tremendous power.

Powermaster Diesel Electric Plants operate in the coldest weather. Unlike other engines they are stopped by turning off the fuel.

More than 40 years of manufacturing experience are back of these sturdy, dependable Diesel-operated Electric Plants. Buy yours from Sears with the certain knowledge that it will give you perfect satisfaction.

SPECIFICATIONS

Cooling: Radiator; thermosiphon. Ball bearing fan.

Lubrication: Force feed to every part except fan, from plunger pump in oil sump.

Cylinder: Removable sleeve, ground to size.

Cylinder head: Cast iron. Valves located in head. Ample cooling space for head and valves.

Piston: Cast iron, heat treated.

Piston rings: 4 compression rings, 1 oil ring.

Connecting rod: Drop forged steel.

Crankshaft: Drop forged steel. **Main bearings:** Bronze, back babbitted.

Camshaft: Drop forged.

Valves: Heat-resisting steel.

Governor: Centrifugal type.

Fuel Pump: Diaphragm type.

Fuel recommended: Clean, free-flowing fuel oil, Baume gravity 24 degrees to 38 degrees.

Fuel tank: 58 gallon underground type, with supply tubing and fittings included.

Generator: Ball bearing.

3000-WATT SIZES

Horsepower of engine: 6. Bore: 3½ inches. Stroke: 5¼ inches. 58-gallon fuel tank included. Make of engine: Stover. Type: Single cylinder Full Diesel. Compression ignition. Overall dimensions: Length, 36 inches; width, 25 inches; height, 45 inches. Speed: 1200 R.P.M. Drive: D.C. models direct connected; A.C. models use multiple V-belt drive.

5000 and 7500-WATT SIZES

Horsepower of engine: 10. Bore: 5 inches. Stroke: 6¼ inches. 58-gallon fuel tank included. Make of engine: Stover. Type: Single cylinder Full Diesel. Compression ignition. Overall dimensions: Length, D.C., 39 inches, A.C. 53 inches. Width, D.C., 28 inches, A.C. 39 inches. Height, 5000-watt, D.C., 52 inches, A.C., 58 inches; 7500-watt, D.C., 60 inches, A.C., 65 inches. Speed: 1000 R.P.M. Drive: D.C. models direct connected; A.C. models use multiple V-belt drive.

Starting

All Diesel models are Manual Starting as standard equipped. Electric starting can be supplied if desired. Remote control and full automatic types are not available.

NUMBER, SIZE AND TYPE

23 CAM 2113—3000 watts. 110 volts, D.C.
23 CAM 2114—5000 watts. 110 volts, D.C.
23 CAM 2130—7500 watts. 110 volts, D.C.
23 CAM 2118—3000 watts. 110 volts, A.C.
23 CAM 2119—5000 watts. 110 volts, A.C.
23 CAM 2131—7500 watts. 110 volts, A.C.
D.C. Models can be supplied for Battery Charging. 32 or 110 Volts.

See Price List for Prices and Terms

for Every Purpose . . . at a Bargain Price!

Costs Little to Operate

We are quite pleased with the Light Plant. It gives wonderful light all over the house and yard. We find that its cost of using is very low.

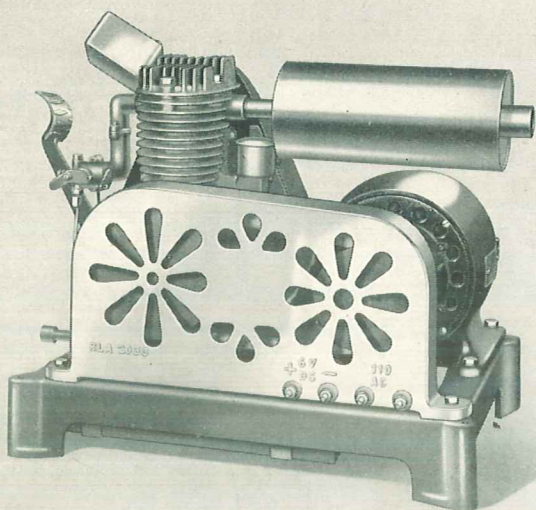
H. E. Tjabben,
Austinville, Iowa

Powermaster

REG. U.S. PAT. OFF.

Turns Night Into Day

OUR LOWEST PRICED 110-VOLT ELECTRIC PLANT for Installations Requiring Only a Limited Amount of Electricity



Here is something entirely new in the light plant field, a plant that delivers both Alternating and Direct current by merely switching from one set of terminals to another. When you connect to one set of terminals the plant delivers 350 watts of 60-cycle, 110-volt alternating current for general lighting and power use with standard appliances. From the other set of terminals you get 6-volt direct current for charging automobile or radio batteries. No adjustments or difficult changes have to be made, just connect your wires to the set of terminals for the type of current you want and the plant will furnish it for you.

This is the ideal plant for use in small cottages, hunting and resort lodges, trailer camps and similar places where these two types of current are needed. The plant is completely shielded at spark plug, ignition cable and generator to eliminate radio interference. Either alternating or direct current is delivered steady, with no flicker in lights to cause eye strain. The plant is economical to operate, and will run from 8 to 10 hours on one gallon of gasoline. Easily portable.

SPECIFICATIONS

Bearings: Ball bearings on crankshaft. All other bearings are bronze sleeve type, lined with first-quality babbitt metal.

Engine: Lauson, 4-cycle, single cylinder, air-cooled. $\frac{5}{8}$ horsepower. Operating speed, 2100 R.P.M.; Generator speed, 3600 R.P.M. Bore, $1\frac{1}{4}$ -inch. Stroke, $1\frac{1}{4}$ -inch. High-tension fly-wheel magneto. Oil capacity, 2 pints. Fuel capacity, $2\frac{1}{2}$ quarts; built-in tank.

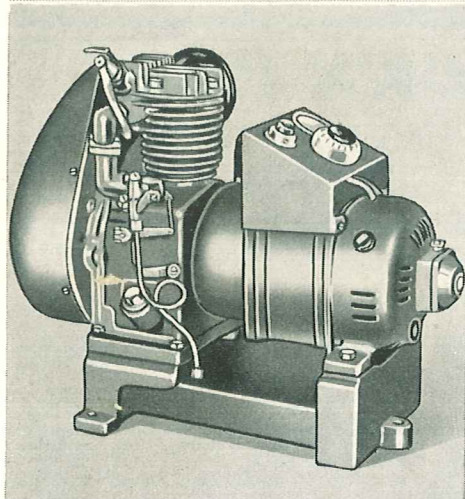
Overall Dimensions: Length, 21 inches, width, 13 inches, height, 16 inches.

Starter: Foot-pedal type; also push-button for use with 6-volt battery.

23 CAM 2103—350-watt, 110-volt, 60-cycle A.C. or 6-volt D.C. Light Plant. Vee-Belt Drive.

See Enclosed Price List for Prices and Easy Terms

NEW! 32-VOLT LIGHT PLANT BATTERY CHARGER



New 32-Volt Light Plant Battery Charger

A handy, portable charger; may be set up anywhere. Fine for summer camps, cottages, small homes, trailers, house boats, small cruisers—wherever the requirement for current is not great. Convenient and economical for use as a "stand-by" for wind-electric charger. Ideal for use with Sears rubber cell, 80-ampere-hour battery shown below. Combined output of charger and battery is ample for lights, washing machine, small pump, etc., with motors not over $\frac{1}{8}$ H. P.

SPECIFICATIONS—Engine: Lauson 4-cycle, single cylinder, air-cooled, L-head. Bore, $1\frac{3}{4}$ -inches; stroke, $1\frac{1}{8}$ -inches; $\frac{1}{2}$ H.P.; speed, 2000 R.P.M. Ball bearings on crankshaft. High tension magneto in flywheel. Fuel tank, $2\frac{1}{2}$ quarts.

Construction: Unit construction, with generator connected direct. Mounted on substantial sub-base. Length, 18 inches; Width, $7\frac{1}{2}$ inches; Height, $14\frac{1}{2}$ inches.

23 CAM 2142—Operation. 32 volts. Generates 350 watts, $12\frac{1}{2}$ amperes; enough for 14, 25-watt bulbs from engine alone, or 20 lights with fully charged battery. Will operate approximately $2\frac{1}{2}$ hours per quart of fuel. Push-button starting.

Also available for 12-Volt Service on Special Order.

110-Volt D.C. Light Plant

23 CAM 2106—Same as above, except that it delivers 110-volt D.C. direct from generator, without the use of batteries.

See Enclosed Price List for Prices and Easy Terms

NOW! RUBBER CELL FARM LIGHTING PLANT BATTERY

Guaranteed for Two Years

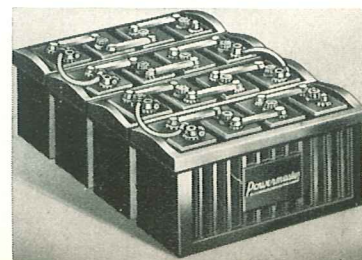
A new compact battery for farm lighting and marine service. Made to give dependable service by one of the oldest and largest manufacturers of batteries in the world. Guaranteed to give satisfactory service for two years. Should battery fail within this period, we will replace it, charging you only for the time it has been in your possession. With ordinary care these batteries should give considerably more than 2 years' service. Shipped fully charged. Read the specifications below carefully. May be ordered on Sears Easy Payment Plan. See enclosed price list for Easy Terms.

Specifications of Rubber Cell Battery

Four cells housed in heavy rubber cell container. Four units make up the required 16 cells for 32-volt service. Only four connecting cables to attach. Battery has an intermittent capacity of 112-ampere hours and is ideal for stationary or portable service. Maximum daily watt-hour discharge of 16

cells, 480. Each cell has 15 plates—dimensions: $4\frac{3}{4}$ inches high; $5\frac{1}{16}$ inches wide; .094 of an inch thick. Wood separators are $5\frac{1}{16}$ inches high; $5\frac{1}{16}$ inches wide; .082 of an inch thick. Liberal allowance on old batteries. See Price List Enclosed.

23 CAM 1838 See Enclosed Price List



Read the *Powermaster* Electric Plant Guarantee on Back Cover

Powermaster

REG. U.S. PAT. OFF.

Turns Night Into Day

Economy In Operation

Your Electric Plant has been giving me splendid service. I have used it almost continually since the day I received it. It has furnished me from 450 to 600 watts each night. I am very well pleased with its economical operation.

Rev. J. W. Morgan,
De Ridder, La.

A POWERFUL AND COMPACT BATTERY PLANT for Economical and Reliable 32-Volt Electric Service!

These chargers are made in three sizes. The 800-watt size is ideal for homes where a few appliances, like a radio, vacuum cleaner, separator, pump jack, etc. are used. The 1200 and 1500-watt sizes are for larger homes, tourist camps, filling stations or for small hotels where more of the load is lighting. The Full Automatic Control type starts charging when the load exceeds 300 watts or when the battery is discharged to 29 volts and stops when the battery is fully charged and the load drops to 200 watts.

800-Watt Size—Capacity Sixteen 50-watt Lamps

Specifications: 4-cycle, single cylinder, Briggs and Stratton Air-Cooled Engine; L-head design. Rating, 1 H.P. Speed, 1800 R.P.M. Capacity: Oil, 3 pts.; fuel, 5 qts. Gravity fuel feed; splash and pump oil system. Float-feed carburetor, adjustable. Mechanical-type, fully-enclosed governor, adjustable, operates in oil.

Dimensions: Length, 23-in.; width, 19-in.; Height, 22-in. Base bolt holes 13x13 in. High-tension magneto built into flywheel. Permits starting even if battery is completely discharged.

Generator: Four-pole type. Sturdily built for capacity operation.

23 CAM 2149—800-watt charger with push button starter.

23 CAM 2148—800-watt charger with full automatic control.

1200-Watt Size—Capacity Twenty-four 50-Watt Lamps

Specifications: Same type as above except has 3 H.P. engine. Capacity, oil 5 pints, fuel, 2 gallons. Length, 25 in.; width, 19 in.; height 26 in.

23 CAM 2150—1200-watt charger with push button starter.

23 CAM 2136—1200-watt charger with full automatic control.

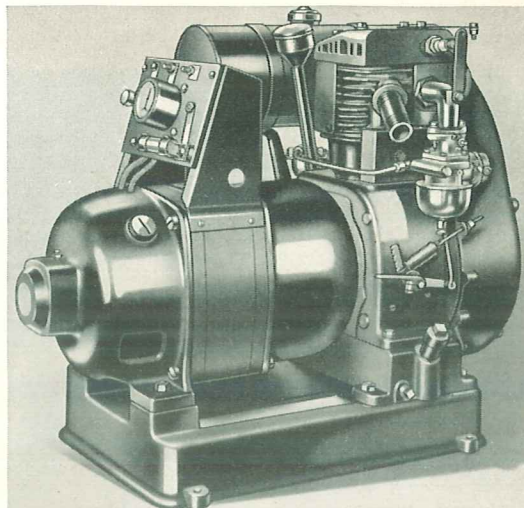
1500-Watt Size—Capacity Thirty 50-watt Lamps

Specifications: Same as above except has 4 H.P. Water-Cooled engine; capacity, oil, 5 pts.; fuel, 2 gal. Length, 28½ in.; width, 20 in.; height, 24 in.

23 CAM 2155—1500-watt charger with push button starter.

23 CAM 2156—1500-watt charger with full automatic control.

See Enclosed Price List for Prices and Easy Terms.



Powermaster 32-VOLT WIND-ELECTRIC PLANT

A New Unit—Guaranteed by Sears

After testing numerous wind-electric charging units, Sears finally selected the New POWERMASTER because of its highly efficient performance in varying wind velocities. POWERMASTER is built by the world's largest manufacturer of wind electric equipment. Sears guarantee it to be free from any and all defects in material and workmanship.

The POWERMASTER operates on the simple, practical principle of converting windpower into electric current for charging batteries. It is by far the most economical unit you can buy for this purpose. POWERMASTER operates for approximately 50¢ per year. It has no complicated mechanism to cause trouble; properly installed, it requires but little attention.

For farm homes, summer resorts, filling stations, small hotels—wherever there are ordinary power requirements for lighting and for operating an ordinary number of tools and appliances—the POWERMASTER is ideal equipment. Starts charging in a seven-mile wind and reaches full capacity in a twenty-mile wind. Provides power for lights, radio, operating washing machines, vacuum sweepers, pump jacks, cream separators and other machinery.

500-WATT, 32-VOLT UNIT

Direct-drive model. 5-foot stub tower is standard equipment. Windmill adapter is optional. 8-foot propeller; 7½-inch generator mounted on propeller shaft. Starts charging in 7-mile wind. Develops full 500-watt capacity in 20-mile wind.

23 CAM 2157—Without Battery. Shpg. wt., 190 lbs. See Price List

23 CAM 1843—Battery recommended See Price List

1000-WATT, 32-VOLT UNIT

Gear driven model. 11-foot propeller, 7½-inch generator; gears, 4-1 ratio. Starts charging in 7 mile wind. Develops full 1000-watt capacity in 20-mile wind.

23 CAM 2158—Without battery. Shpg. wt., 250 lbs. See Price List

23 CAM 1847—Battery recommended See Price List

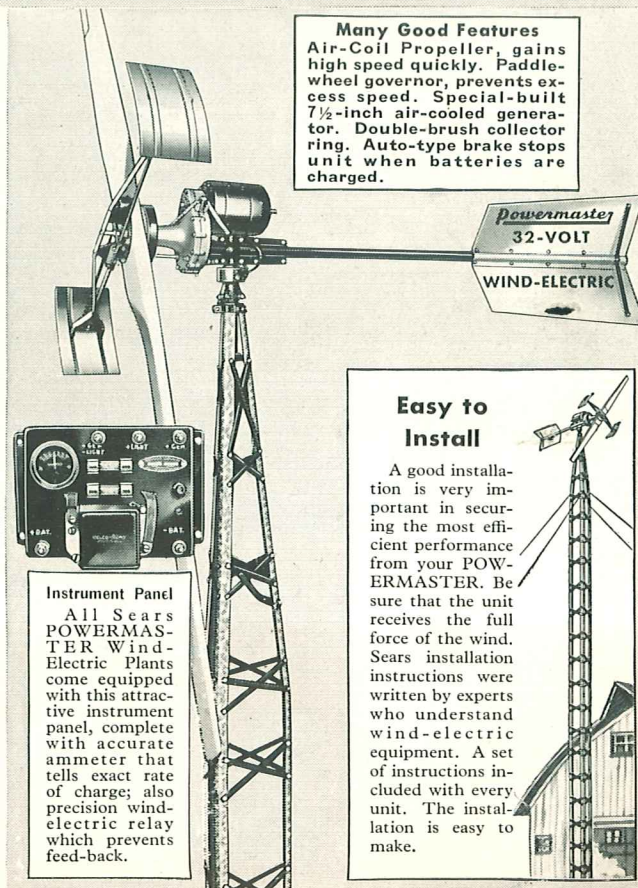
Sectional Towers

POWERMASTER Wind-Electric Units can be easily mounted on any windmill tower by means of the windmill adapter, or you can erect your own sectional tower and install the POWERMASTER on it, using 5-foot stub adapter tower. Sears sectional tower comes in 20-foot sections complete with necessary guy wires. Permit 25, 45, 65 or 85-foot installations.

23 CAM 2165—Shipping weight, 105 lbs. Per section ... See Price List

Many Good Features

Air-Coil Propeller, gains high speed quickly. Paddle-wheel governor, prevents excess speed. Special-built 7½-inch air-cooled generator. Double-brush collector ring. Auto-type brake stops unit when batteries are charged.



Easy to Install

A good installation is very important in securing the most efficient performance from your POWERMASTER. Be sure that the unit receives the full force of the wind. Sears installation instructions were written by experts who understand wind-electric equipment. A set of instructions included with every unit. The installation is easy to make.

Instrument Panel

All Sears POWERMASTER Wind-Electric Plants come equipped with this attractive instrument panel, complete with accurate ammeter that tells exact rate of charge; also precision wind-electric relay which prevents feed-back.

Quick Service Always . . . Lowest Prices on **Powermaster** Parts

Powermaster
REG. U.S. PAT. OFF.
TURNS NIGHT INTO DAY

"We are entirely satisfied"

We purchased one of your Electric Plant Batteries and had no trouble installing it. The battery is performing fine. All we have to do is add water occasionally. We purchased your battery because we saved about \$90.00 compared with the price of other batteries and because we knew your guarantee was good.

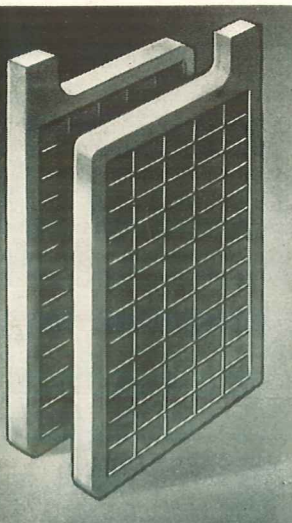
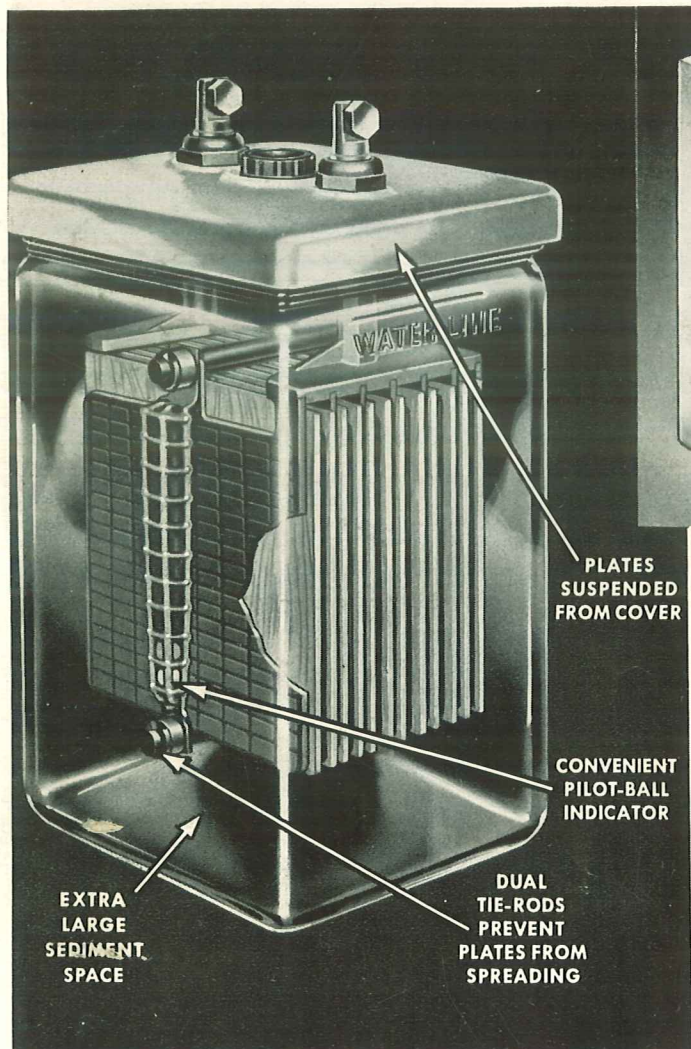
C. M. Shade & Son
Lexington, Ohio

Fine Service—Lower Prices

The battery which I purchased from you has been in our Lighting Plant for about nine months. We didn't have any trouble in installing it. I had a Sears battery once before that was in use for seven and a half years. I bought this present battery principally because of the fine service I received from the old one.

Eugene C. Allen,
Swartz Creek, Mich.

ELECTRIC for 32 or 110-Volt Lighting Service



- Bigger jars—a full inch higher, provides greater sediment space.
- More space between plate assembly and jar wall insures increased circulation of electrolyte and greater power.
- Higher efficiency in our Extra Heavy Duty sizes through larger plates.
- Finest quality Port Orford red cedar separators protect against shorting by extending beyond plates on all four sides.
- Extra heavy solid lead bar connectors between cells insure 100% contact—low internal resistance—freedom from corrosion.

The actual thickness of plates shown at left is: Positive, $\frac{7}{32}$ -in.; negative, $\frac{5}{32}$ -in.

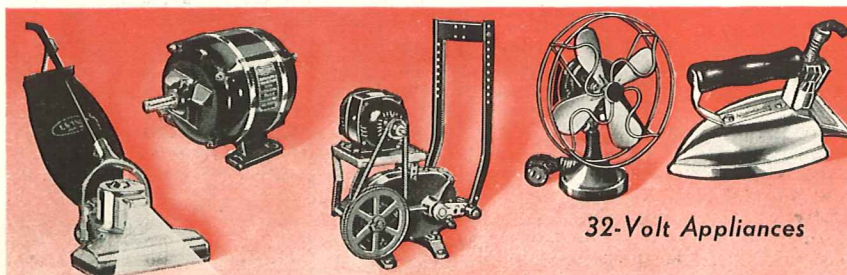
The Finest Quality We Can Produce

Do you know that the specifications established by Sears for the manufacture of **Powermaster** Electric Plant Batteries are among the very highest in the battery industry? . . . Do you know that no finer materials are used by any other battery manufacturer than are incorporated into **Powermaster** Batteries? . . . And that no better workmanship ever went into a battery than goes into a **Powermaster**?

That is why we can truthfully say we do not believe that better batteries than these can be built!

Every ounce of material used in their construction is selected for quality, and tested not once but dozens of times! These long-lived, extra-sturdy batteries are designed by the country's leading electrical engineers to give you the finest possible service. They are GUARANTEED to give this service for five full years.

Write us regarding appliances for your 32-volt Electric Plant



32-Volt Appliances

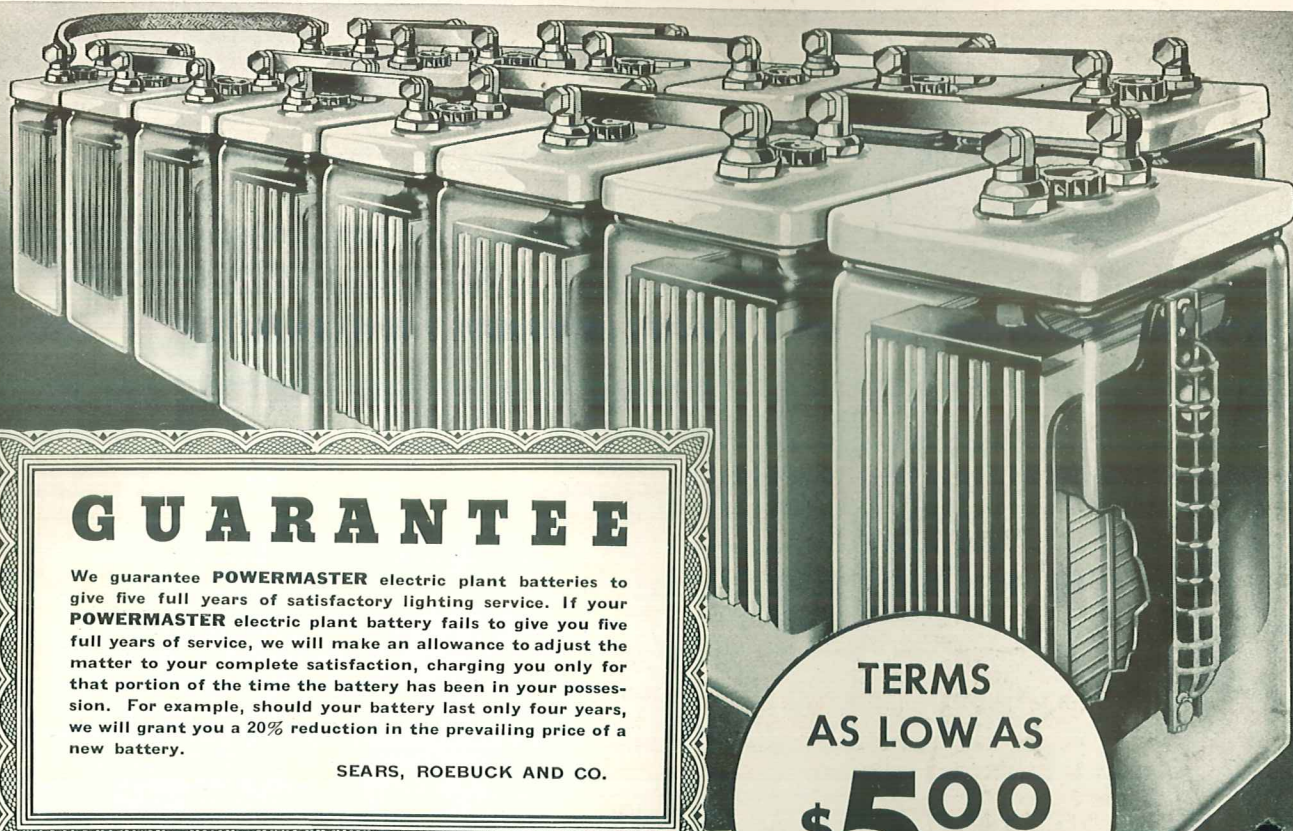
Sears can supply you with high quality 32-volt appliances for your Electric Plant. Just write us as to your needs. We'll give your letter prompt attention and quote you prices that will mean a substantial saving.

Owners of 32-volt Electric Plants have found it difficult at times to get low-voltage fans, motors, irons, vacuum cleaners, radios and other electrical necessities without having to pay excessive prices. Sears can supply you . . . at lowest cost! Be sure to write Sears Personal Service Department. We feel safe in saying there isn't an appliance made for 32-volt use that we can't get for you at lowest prices. Many of them are shown in Sears Big General Catalog.

For Prices and Shipping Weights, Refer to Enclosed Price List

PLANT BATTERIES

- Longer Life • Lower Cost
- Heavier Plates • Finer Quality



G U A R A N T E E

We guarantee **POWERMASTER** electric plant batteries to give five full years of satisfactory lighting service. If your **POWERMASTER** electric plant battery fails to give you five full years of service, we will make an allowance to adjust the matter to your complete satisfaction, charging you only for that portion of the time the battery has been in your possession. For example, should your battery last only four years, we will grant you a 20% reduction in the prevailing price of a new battery.

SEARS, ROEBUCK AND CO.

TERMS
AS LOW AS
\$5⁰⁰
DOWN

Can be used with
any light plant, re-
gardless of size or
voltage.

Guaranteed to deliver a minimum of 5 years of service

Think how good a battery must be for it to merit a 5-YEAR GUARANTEE! **POWERMASTER** Batteries carry such a guarantee . . . and their high quality DOES merit it.

Let's look at these great batteries a moment. The tops are thick, heavy, practically unbreakable white porcelain. The bar contacts between cells are **SOLID LEAD**. That means 100% contact—rigidity—strength! Even the bolts which hold these contacts to the terminals are **ENCASED** in lead. This reduces corrosion to a minimum.

Now notice that the plates are hung from the top. We use no "bridges" or "plate supports." Look how much space is left below the plates. There is plenty of room for sediment to settle. The plates themselves are big, sturdy, oversize— $\frac{7}{32}$ -inch thick for the positive plates and $\frac{5}{32}$ -inch for the negative. Standard size plates are $5\frac{11}{16} \times 5$ inches in size; Extra Heavy Duty plates are $6\frac{1}{8} \times 7$ inches. Red cedar separators extend well beyond the edges of these plates to guard against possible short circuiting at the edges. Wonderful batteries, these Powermasters! Order them for your Electric Plant. Buy on Easy Terms if you wish. See Sears Big General Catalog. See Price

List for sizes and prices of 32-volt and 110-volt Regular and Extra Heavy Duty Type batteries.

Liberal allowance on old batteries. See Price List Enclosed.

Consider Future Battery Needs

Decide on the number and size of lights you will use. One 50-watt bulb burning 3 hours per day will use 150-watt-hours. Figure your entire load on this basis. Get your total daily watt-hours used and compare it with your battery table shown on price list. Allow at least 20% more for future requirements to take care of motors, iron, fan or other appliances you may add later. This battery is guaranteed for **FIVE YEARS**, based on the battery being charged once a week, which is the healthiest condition for the battery, and assures long life. If your daily watt-hour load is 900 watt-hours, by comparing it with the maximum daily watt-hour discharge table, the 1843 Heavy Duty Battery should be chosen; this delivers 1028 watt-hours. Heavy Duty Batteries should always be chosen when appliances or motors are used.

Our Light Plant Department Is At Your Service. This Service Is Free! Write Us!



Powermaster Guarantee

WE GUARANTEE every Powermaster Electric Plant purchased from us to be free from any and all defects in material and workmanship. For a period of one year from date of purchase we will replace or repair, without cost to you, any Powermaster Electric Plant part which proves to be defective.

WE GUARANTEE Powermaster Electric Plant Batteries to give five full years of satisfactory lighting service when given proper care. If your Powermaster Electric Plant Battery fails to give you five full years of satisfactory service after having received proper care and attention, we will make an allowance to adjust the matter to your complete satisfaction, charging you only for that portion of the time the battery has been in your possession.

SEARS, ROEBUCK AND CO.

THIS SIGN LIGHTED BY Powermaster 110-VOLT ELECTRIC PLANT

SEARS, ROEBUCK AND CO.